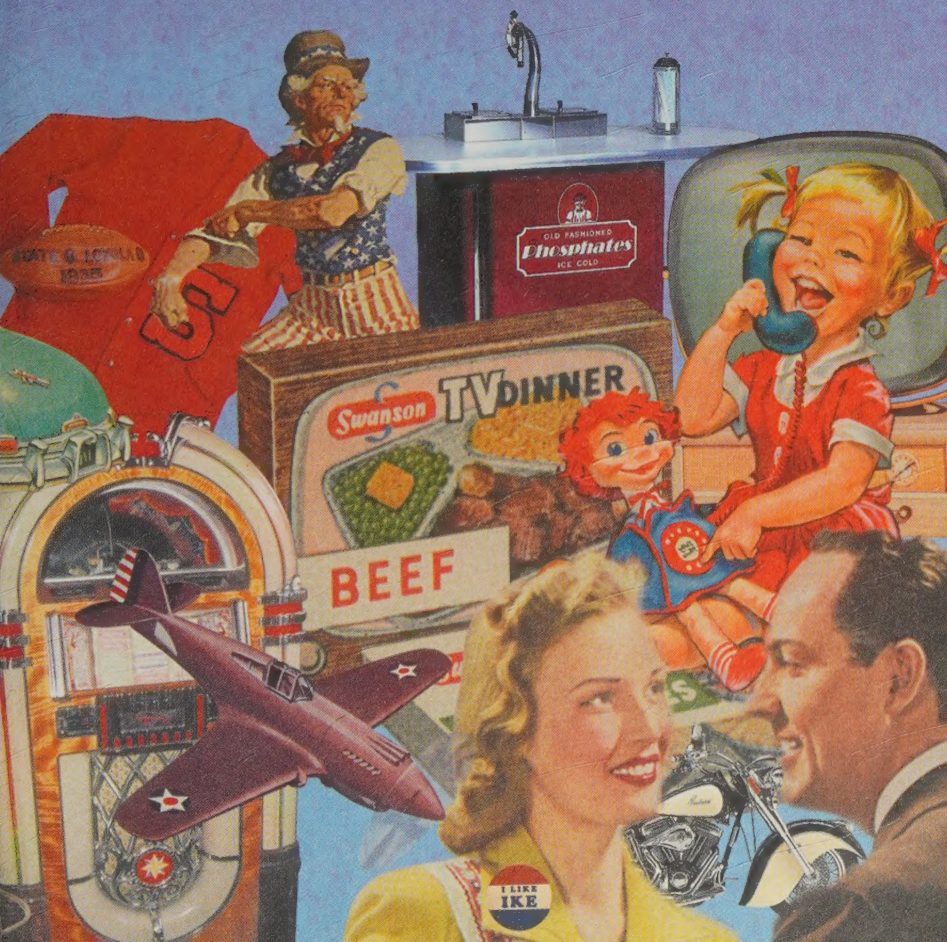
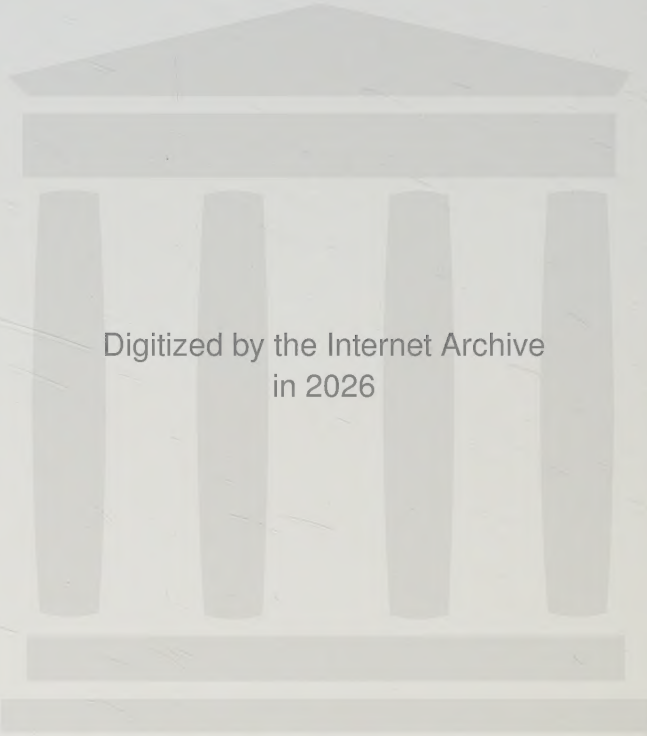


1924

Remember When...

A NOSTALGIC LOOK BACK IN TIME





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in 2026



To: _____

From: _____

Date: _____

*The richness of life
lies in the memories
we have forgotten.*

BEAUTY PRESERVATION

"Save the surface and
you save all" - Paint & Varnish



One Sunbeam---*and all the world's a different place!*

DAWN found the world in mist. Over the valley, fog hung like a blanket. Drearly, men went about their work . . . Then suddenly, a sunbeam burst the clouds. Across the sky there shot a golden streak of glory. Men raised their heads, their shoulders straightened. The whole world was a different place . . . Actually, this sunbeam changed nothing but the surface of things. But, by changing the surface, it changed all.

It is this same miracle that

paint and varnish, enamel and lacquer, perform. Their fresh, live beauty can transform your home. They can fill it, all year, with the joy and cheer that sunshine

brings on a summer morning.

Simply by changing the surface . . . inside and outside . . . they change all.

SAVE THE SURFACE CAMPAIGN

18 East 41st Street, New York

This cooperative movement by the Paint and Varnish Industry has for its object the awakening of the public to the economic need for paint and varnish products. The world-wide slogan, "Save the Surface and You Save All," is your reminder of that need. Discrimination in the selection of materials and in their proper application is essential to good results. Your guide to quality and satisfaction is the reliability of the individual manufacturer, dealer or painter.



1924 TIMELINE

January

Ice cream cone rolling machine is patented by Carl Taylor of Cleveland, Ohio.

February

George Gershwin's "Rhapsody In Blue" premieres at Carnegie Hall.

March

Computing Tabulating Recording Corporation becomes IBM.

April

The Metro-Goldwyn Corporation is formed.

May

Eighth modern Olympic games open in Paris, France.

June

Congress sends child labor amendment to states for ratification.

July

New York City taxi rates are cut to ten cents per half-mile.

August

Comic strip "Little Orphan Annie," by Harold Gray, debuts.

September

In Arizona, American Indians vote for the first time under new citizenship laws.

October

A Chicago court orders auto speeders to visit home for destitute and crippled children.

November

First U.S. NHL franchise, Boston Bruins, is founded.

December

Judy Garland, age 2½, billed as Baby Frances, makes show business debut.

1924 WORLD NEWS

Vladymir Lenin dies; Stalin wins the resulting power struggle and rules as Soviet dictator until his death in 1953.

Mahatma Gandhi is released from prison early due to ill health.

Hitler sentenced for five years for failed Munich Putsch of November 1923.

Dutch scientist wins Nobel Prize for electrocardiogram.

Gandhi begins 21 day fast for Hindu-Muslim unity.

Stanley Baldwin returns as Britain's Prime Minister and remains until 1929.

A Newark radio station is heard in Tokyo, which is 9,000 miles away.

The first Olympic Winter Games are launched in Chamonix, France.



Isn't health worth guarding, too?

IT'S so natural and vital, like air and sunshine, this splendid health of our youngsters, that one often forgets how easily it can be lost—and yet how easily safeguarded.

Children cannot always be on sunny beaches. The dust of city streets is less safe than sand. Playmates are often dirty. Children touch everything, and in cities most things are covered with germs which other hands have left. These germs can be removed before they do any harm.

If not removed germs multiply in the oily moisture and body-waste always collecting in pores. This condition is called "pathogenic." Children's hands, faces and knees are pathogenic much of the time. Dirty skin is always dangerous. Germs pass readily to nose, mouth or food and infect scratches.

The new cleanness

Dirty hands—the kind of dirt you can see—are convincingly, satisfyingly clean after a Lifebuoy wash. But make this test: wash with Lifebuoy when your hands are not really dirty—just sticky and uncomfortable. Watch the

astounding amount of dirt that comes off. Where does it come from?

This is no mere surface cleansing such as ordinary soap will do—it is a new kind of cleansing. Lifebuoy gets the pathogenic dirt that clogs pores and harbors germs. Floods it all away. Germs go too.

It is this wonderful purifying of pores which gives you that unmistakable feeling of being cleaner than ever before. The delightful sensation of exhilaration after a Lifebuoy bath comes from open, breathing pores.

Beautiful skin

In this pore cleansing is the secret—the only secret—of lovely skin. Day by day your skin grows softer, smoother, with radiant color pulsing just below the surface. The skin lives.

So give Lifebuoy a real trial. It's the complete toilet soap for the whole family. In its new cleanness is beauty, immaculacy—and protection.

The Health Doctor

MOTHERS KNOW
IT PROTECTS

ORANGE-RED Lifebuoy is the color of pure palm fruit oil. You'll like its clean, quickly vanishing odor because you like cleanness.



Lever Bros. Co.
Cambridge, Mass.



MRS. GEORGE G. BOGERT
of New York City, writes:

"I do not like to deny my youngsters the joy and natural right of playing in dirt. But when the dirt is in a much frequented city park, it might prove dangerous but for the use immediately of Lifebuoy—with its comforting, antiseptic qualities."

1924 NATIONAL NEWS

James B. Duke founds Duke University.

Al Capone's brother is killed as Chicago gangsters steal ballots at gunpoint in Cicero village election.

WGN-AM in Chicago, IL, begins radio transmissions.

J. Edgar Hoover becomes acting head of Bureau of Investigations (later FBI); the job becomes permanent on December 10.

Gas chamber is used for first time for an execution.

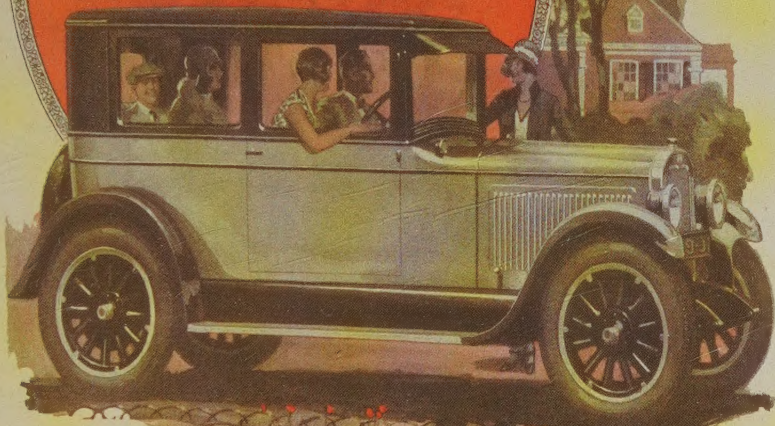
The United States grants full citizenship to American Indians.

Former President Woodrow Wilson dies in his sleep.

Republican President Calvin Coolidge is re-elected on a platform of "Coolidge Prosperity" and promotes pro-business policies.

*Greater Beauty!
Finer Performance!
Lower Price!*

Not one -- But All Three



Coach \$950

OLDS

1924 SPORTS NEWS

World Series Champion
Washington Senators

U.S. Open Golf
Cyril Walker

Pro Football Champion
Cleveland Bulldogs

Indianapolis 500 Winner
Joe Boyer/98.23 MPH

Stanley Cup Winner
Montreal Maroons

NCAA Basketball Champion
North Carolina

College Football Champion
Notre Dame

Kentucky Derby Winner
J. Mooney on BLACK GOLD

REMEMBER WHEN...

CHARLES JEWTRAW OF THE UNITED STATES WON THE 500-METER SPEED SKATING TO BECOME THE FIRST GOLD MEDALIST AT THE WINTER OLYMPICS.



Kohler Village Hall

The beautiful, livable village of Kohler is an inspiration to ever higher quality in Kohler products—enameled plumbing ware and private electric plants

THE finest sink in the world is nothing in Johnny's life. But ask his mother what she thinks of her sink of Kohler Ware, with its accommodating twin drainboards, its smooth expanse of immaculate enamel, its height suited to her height! Indeed, it is exceptional ware, that which bears the name "Kohler" unobtrusively fused into the enamel. Yet it costs no more than any acceptable ware. . . . Booklet E shows fine fixtures for bathrooms, kitchens, and laundries. Write for it.

Kohler Co., Founded 1873, Kohler, Wisconsin
Shipping Point, Sheboygan, Wisconsin

BRANCHES IN PRINCIPAL CITIES

KOHLER OF KOHLER

Enameled Plumbing Ware

1924 INTERESTING FACTS



**President of the
United States**
Calvin Coolidge



**Vice President of
the United States**
Charles Dawes

Pulitzer Prize Winner

The Able McLaughlins by Margaret Wilson

Nobel Peace Prize Winner

The Nobel Peace Prize was not awarded in 1924.

Miss America

Ruth Malcomson (Philadelphia, PA)

Speaker of the House of Representatives

Frederick H. Gillett (R)

Life Expectancy

54.1 years



REMEMBER WHEN...

BOSTON RETAILERS ANNOUNCED NEW SLOGAN: "DRESS
WELL AND YOU WILL SUCCEED."



"Sharpen with cloyless sauce his
appetite", wrote the poet.

It was just another way of suggesting the
surest road to His Majesty's royal approval.
But be sure the "sauce" is Snider's—its rich
tang and flavor will bring new relish to what
He cats. Serve it on what you will, it adds
to good digestion, health and appetite.

*adds
zest*

Snider's TOMATO CATSUP

CHILI SAUCE • COCKTAIL SAUCE • TOMATO SOUP



Why drive a shabby car?



Let your Auto Painter Valspar-Enamel your Car

For quick, economical refinishing of shabby-looking cars, Professional Painters use Valspar-Enamel. Valspar-Enamel makes old, dingy cars look new, and *keeps them new*. It's economical, too, costing less than a complete paint job.

Mr. Paul S. Darnell, professional painter of Katy, Texas, who has used Valspar-Enamel with great success, writes the following letter:

"Two years ago I painted a Touring Car using Valspar-Enamel. I was delighted with the way it flowed and dried in so short a time.

"A few days ago the car came back to me for 'making new.' It had been used in the oil fields and exposed to great hardships and all kinds of weather conditions, but the paint was still in good condition and had lost little of its lustre.

"In repainting this car I used Valspar-Enamel again and it was truly a lovely sight when finished. I guarantee all my work and use only the best paints and enamels.

"So far I have found *none* that will compare with Valspar. I have given many brands of varnishes a fair trial and have become thoroughly convinced that the Valspar Varnishes and Enamels have no equal for beauty and durability. They are unaffected by extremes of heat or cold. What more can you ask of a finish?"

Valspar-Enamel is made of Valspar Varnish itself in which the finest pigments are ground. It therefore possesses all of Valspar's waterproofness and durability and is unaffected by weather or water, heat, rain, mud or oil.

As for color, your choice is unlimited. Valspar-Enamel comes in twelve beautiful standard colors, that may be mixed to produce any shade or tint you desire.

Whether you are a Car Owner, Automobile Painter or Dealer, you'll find it will be worth your while to send in the coupon below today.

Send for valuable information—free

VALENTINE & COMPANY, 460 Fourth Ave., New York
I am interested in receiving full information about Valspar-Enamel for automobiles.

For Auto Owners: a booklet on Valspar-Enamel with color charts.

☐ **For Auto Painters:** full information on the Valspar-Enamel Automobile Painting System, with color charts.

☐ **For Dealers:** how Valspar-Enamel for Automobiles means more business for you and will bring you bigger profits.

Name _____
Address _____
City _____

VALENTINE'S
VALSPAR
ENAMEL



The famous
Valspar
boiling water test

There is no professional automobile painter near — or you wish to touch the car yourself, use Valspar-Enamels, of course. They are heat-proof, waterproof, weather-proof and easy to apply.

1924 COST OF LIVING

LIVING

New House	\$7,720.00
Average Income	\$2,196.00 per year
New Car	\$265.00
Average Rent	\$18.00 per month
Tuition to Harvard University	\$250.00 per year
Movie Ticket	15¢ each
Gasoline	11¢ per gallon
United States Postage Stamp	2¢ each

FOOD

Granulated Sugar	\$1.00/15 pounds
Vitamin D Milk	54¢ per gallon
Ground Coffee	20¢ per pound
Bacon	25¢ per pound
Eggs	13¢ per dozen
Fresh Ground Hamburger	13¢ per pound
Fresh Baked Bread	9¢ per loaf

1924 BIRTH NOTICES



Marlon Brando
April 3

Marlon Brando was born in Omaha, Nebraska. Brando moved to New York to study acting. Brando was nominated for an Academy Award for Best Supporting Actor for "A Dry White Season."

Brando also appeared in the comedy "The Freshman" with Matthew Broderick and "Don Juan DeMarco" with Johnny Depp.



Don Knotts
July 21

Don Knotts was born in Morgantown, West Virginia. In 1960, Knotts joined Andy Griffith on a new sitcom, "The Andy Griffith Show," playing Deputy Sheriff Barney Fife.

Knotts stayed with the successful show for five seasons, during which he won three Emmy Awards for Outstanding Performance in a Supporting Role in a Series.



Jimmy Carter
October 1

Jimmy Carter was born in Plains, Georgia. He served as Georgia's state senator from 1962 to 1966, then governor from 1971 to 1974. He began campaigning for the U.S. presidency, and won the Democratic nomination in 1976, narrowly beating Gerald Ford in the presidential election.

January 21
Telly Savalas (Actor)

February 8
Audrey Meadows (Actress)

February 20
Sidney Poitier (Actor)

June 12
George Bush (43rd VP and 41st President)

April 3
Doris Day (Actress)

Personalities of Paramount



D.W. Griffith

A Great Pioneer of the Art of the Motion Picture

There is a point in the life of every great artist when, if he is free from cares, he can produce his greatest works.

Everything that has gone before, however distinguished, serves but as preparation for what is to follow.

Some critics feel they can pick out the place where Shakespeare's art reached its richest period.

So it is with that master director, David Wark Griffith, who is at work on Edwin Balmer's "That Royle Girl," the first of his new Paramount Pictures.

In complete freedom from all worry and with all the resources of the world's foremost film organization at his disposal, D. W. Griffith is now in the golden age of his art.

Every photoplay he makes will find more than eleven thousand Paramount audiences in the United States alone eager to see it and thousands more in every civilized country.

Art and organization once more combine to produce "the best show in town."

"If it's a Paramount Picture, it's the best show in town!"



Paramount Pictures

The Foundations of Paramount's Leadership

Famous Players-Lasky Corporation is the vast underlying organization which affords a world-stage for the world-leaders of the screen art.

It functions on a basis of honorable and efficient business. Its mere existence guarantees the safety of millions of dollars invested in exhibitors' theatres in every state, because it guarantees a permanent supply of the kind of entertainment demanded.

It supports and facilitates the creative work of all those temperaments of genius and art whose names are painted large in the bright sky of fame.

It guarantees that every penny necessary to the legitimate functioning of Production will be forthcoming.

It guarantees a distribution of Paramount Pictures to more theatres than any other pictures reach.

Today Famous Players-Lasky Corporation with Paramount Pictures is the leader by any test of an industry which represents an investment of fifteen hundred millions of dollars in the United States and Canada alone.



The hospitable charm of pine is shown in this paneled living room from the William Russell House, built at Providence, Rhode Island, about 1770. This room is now preserved in the Minneapolis Institute of Arts.

SHEVLIN PINE

The Pine Paneled Room is the Vogue

THE modern spirit in American building claims for today all that is best from the past—particularly the use of pine paneling for living or recreation rooms. Over a period of centuries, pine paneled rooms preserved in America's oldest homes have retained their beauty and good taste. Those who are planning fine homes today realize that pine paneling is a typical American treatment of permanent style and value, worthy of a place in homes destined to last for generations.

A choice of five varieties of Shevlin Pine particularly commends this wood to the discriminating for sturdy exterior use as well as for interior finish.

That there may be a permanent supply of this enduring material, vast tracts of Shevlin Pine have been conserved through selective logging. Generations from today, Shevlin Pine will be available for America's fine homes just as it is today.

Your architect or builder knows the enduring value of Pine and will be glad to use it in your residence. To learn more about Shevlin Pine just write us for the booklet "Specify Shevlin Pine."

Shevlin, Carpenter & Clarke Company
905 First National - See Line Building, Minneapolis, Minn.

Chicago Sales Office: 1866 Continental & Commercial Bank Bldg.; San Francisco Sales Office: 1630 Monadnock Bldg.; Toronto, Ontario, Sales Office: 606 Royal Bank Bldg.; Sold in New York by N. H. Morgan, 1205 Graybar Bldg., 420 Lexington Ave.

1924 MUSIC & MOVIE FAVORITES

MUSIC

Breakin' 'Em Down - by Eubie Blake

Home Alone Blues - by Fats Waller

Make Everyday a Holiday - by Cole Porter

Tea for Two - by Harlan Lattimore

It Had To Be You - by Marion Harris

All Alone - by Al Jolson

What'll I Do - by The Southhampton Serenaders

Lazy - by Irving Berlin

Everybody Loves My Baby - by The Georgians

Lady Be Good - by George Gershwin



MOVIES

- Thundering Hoofs
- Wanted By the Law
- Romance of the Wasteland
- Sherlock, Jr.
- Beau Brummel
- The Thief of Bagdad



There is a poem which tells of an old French peasant who all his life longed to see Carcassonne—that bright city with castle walls as grand as those of Babylon. Carcassonne—where every day was “not more or less than Sunday gay.” It lay five leagues away, just beyond the blue mountains. And you remember that when the belated opportunity came for the Ancient to make the pilgrimage, old age overcame him . . . He never looked on Carcassonne. ♡ Isn’t there in the life of every young woman a Carcassonne—a lovely, shimmering city that some day she must see? How strong the wish, how vivid the picture! Some dream

. . . to Carcassonne

place *she* must see; some dream things *she* must do! But years pass, and in the busy life of the wife and mother so many of her personal hopes and dreams recede. ♡ Yet, strangely enough, she finds no regret in their fading. For other hopes and ambitions have taken their place—less purely personal, but so much keener. And she finds, one day, that she has come upon her Carcassonne. It’s a lovely, shimmering city that lies within the four walls of her home—made up of persons, things, and relationships that are infinitely dearer to her than herself . . . Many men have dropped upon the road in belated pilgrimages to their Carcassonnes. But few women there are who have not looked on Carcassonne, and that without even setting foot on the highway.

There are 2,400,000 women who read McCall's each month. And if

they find in it some modicum of service that will help to keep their Car-



McCALL'S



The rug illustrated above is LARCHMONT Wilton No. 235, Color 1.

Everything you want in a Rug is found in the Holmes LARCHMONT Wilton

THE FIRST THING you desire in a rug is color harmony. The next thing you want is wearing quality. The third is moderate price.

In Holmes LARCHMONT Wilton rugs you find all three.

LARCHMONT rugs are of rare beauty and come in a wide selection of colors and patterns which will harmonize with any decorative scheme. Their high quality insures long wear. And best of all, their cost is moderate.

You must see the LARCHMONT to appreciate these rich looking wool Wilton rugs. In a store, their beauty arrests the attention at once, and in your home you will learn what splendid service they render.

ARCHIBALD HOLMES & SON - Established 1857 - PHILADELPHIA

Also manufacturers of

The Holmes WELLINGTON—a high grade worsted Wilton rug in beautiful designs and colorings.

The Holmes DE LUXE—a plain centre Wilton rug with narrow borders in chintz effects.



Look for the label, it guarantees quality. If you wish to see the colors of the HOLMES, send for the new color book, it is a beautiful full illustrated booklet.

"Holmes Rugs for Artistic Homes"

HOLMES Wilton Rugs



FROM figured floor to fan-light window, this bathroom is packed with new ideas. The room as a whole effectively illustrates the present mode of imaginative decoration. The gleaming black and the architectural design of *Corwith* lavatory, bath, and dressing table, tell the story of color and form in fixtures. But newest of all are the jewel-like faucets and wastes and shower trimmings. Spouts square, escutcheons severely plain, handles crystal glass, they are here

shown gold-plated to match the gold-plated legs of the fixtures. They may be silver or chromium plated to harmonize with other decorative themes . . . There are also other new Crane art-designs for trimmings, octagonal or richly chased. When planning the unusual bathroom, see them at nearby Crane Exhibit Rooms. Write for the book, *Bathrooms for Out-of-the-Ordinary Homes*. About installation, consult your architect and a responsible plumbing contractor.

150
Pounds Pressure

CRANE

2500
Pounds Pressure

1924 CALENDAR

January							February							March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5						1	2							1
6	7	8	9	10	11	12	3	4	5	6	7	8	9	2	3	4	5	6	7	8
13	14	15	16	17	18	19	10	11	12	13	14	15	16	9	10	11	12	13	14	15
20	21	22	23	24	25	26	17	18	19	20	21	22	23	16	17	18	19	20	21	22
27	28	29	30	31			24	25	26	27	28	29		30	31			27	28	29

April							May							June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5						1	2	3	1	2	3	4	5	6
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

July							August							September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5						1	2			1	2	3	4	5
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				

October							November							December						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			

Cadillac Presents A Magnificent Line of New Models

In this twenty-eighth annual presentation of new types and models it is plainly apparent that Cadillac has been able to deal more generously with its great public than ever before in its history.

More than that—it is quite evident that the superiority of these offerings from an investment as well as an artistic standpoint should, through sheer logic of value, double and treble in numbers this loyal Cadillac public.

Anyone who studies these remarkable cars can scarcely fail to be struck by the fact that two interesting and important things have happened.

The first is that *they look and act the part of their great reputation and social leadership more unmistakably than ever.*

The second is that this social and reputation value is expressed in a price value readily recognizable as far and away the most attractive offering in the three finest-car fields.

Cadillac has grown for twenty-eight years not by giving less but by steadily giving more and more,

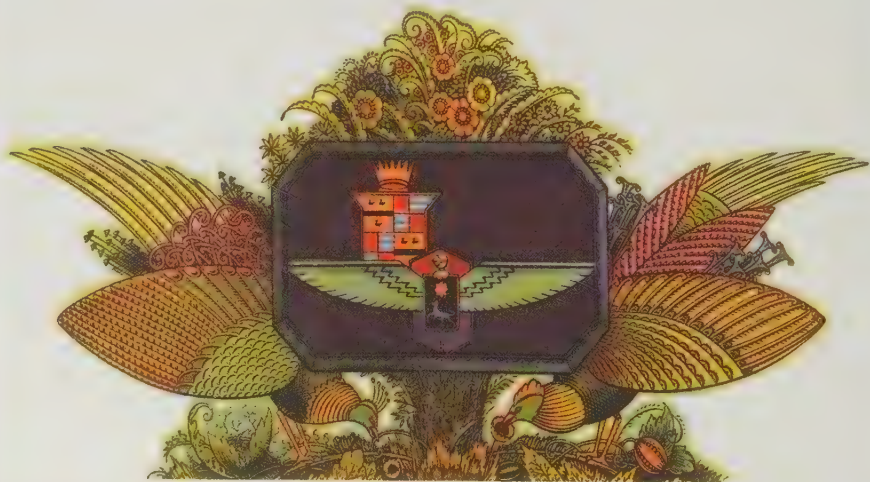
and this last is the most brilliant of all the examples which have occurred, in that time, of the success of this peculiar Cadillac principle.

All three lines possess features which render them unique—Syncro-Mesh Silent-Shift Transmission, Safety-Mechanical Four-Wheel Brakes, and non-shatterable Security-Plate Glass in all windows, doors and windshields.

All of them are beautiful in design—even smarter and swifter looking and acting than they have been before. All of them have surpassed themselves in the rich dignity and appointments of the newly designed Fisher and Fleetwood bodies.

In these respects—quiet and dignified but sumptuous in appearance and equally sumptuous in riding ease—there is nothing with which to compare them.

Climaxing all this, these cars are offered at prices which render it unnecessary for Cadillac to say more of the cars than to extend a cordial invitation to the public to enjoy their inspection.

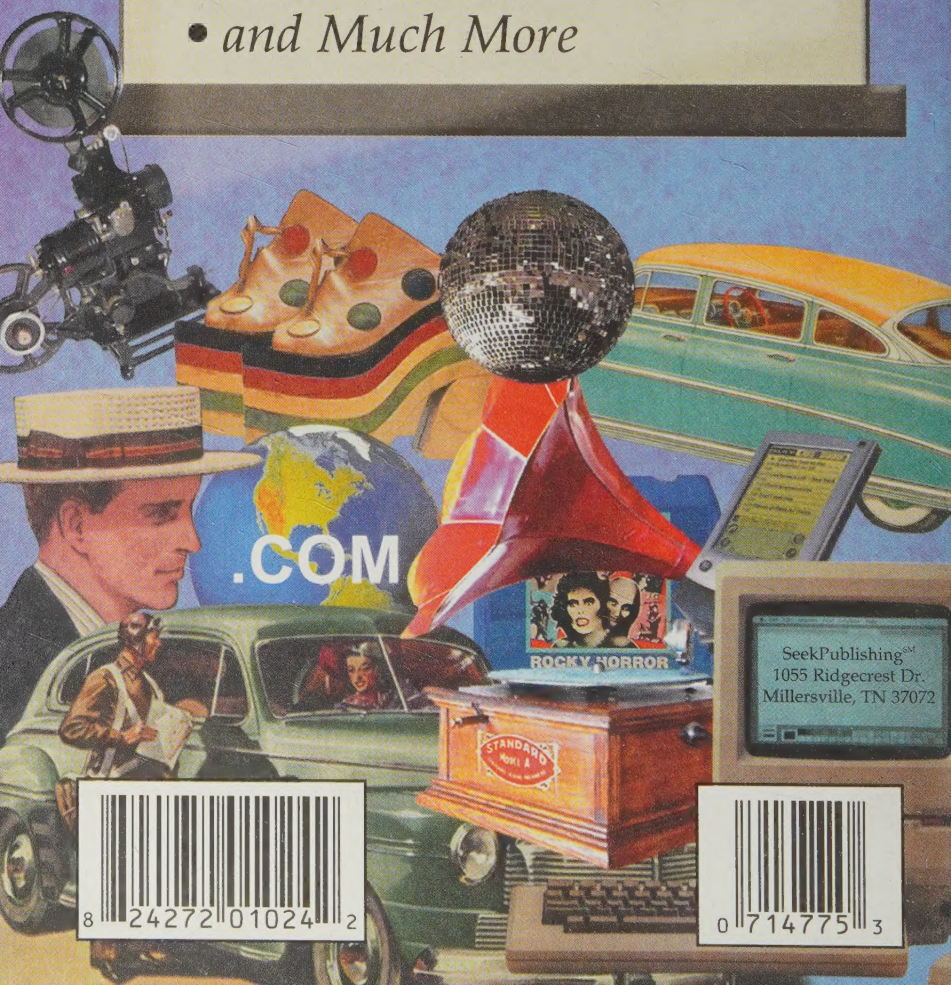


Personal Memories

TAKE A LOOK BACK AT 1924

AND REMEMBER WHEN...

- *National and World News*
- *Full-Color Advertisements*
- *Movies, Music and Sports*
- *Price Index*
- *Famous Births*
- *Year Timeline*
- *and Much More*



.COM

